

## ORDER



**Orders**  
**Order / Rev:** 683853 - 5  
**Alt Order #:** 06144527  
**Product Desc:** DCCC  
**Estimate:** 1192  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 05/15/12 / 08/22/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Great American Media/ POL  
**Buying Contact:** K Keuleman  
**Billing Contact:**  
 1010 Wisconsin Ave. NW, Ste. 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Democratic Congressional Campaign  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	76	\$169,080.00	\$143,718.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	76	\$169,080.00	\$143,718.00	0.00
<b>Totals</b>	<b>76</b>	<b>\$169,080.00</b>	<b>\$143,718.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WTSP-TV	24%	\$169,080.00
Market	100%	\$704,500.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	20%	\$140,900.00
WFTS	15%	\$105,675.00
WMOR	2%	\$14,090.00
WTOG	2%	\$14,090.00
WTTA	2%	\$14,090.00
WTVT	20%	\$140,900.00
WVEA	0%	\$0.00
WWSB	15%	\$105,675.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/30/12	11/02/12	5-530a 5-530a 10 News	CM	5-530a	- TWTF - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			1		\$200.00		0.00				
2	WTSP	10/30/12	11/02/12	530-6a 530-6a 10 News	CM	530-6a	- TWTF - -	:30	1	\$240.00	P-4	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 683853 - 5  
 Alt Order #: 06144527  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Democratic Congressional Campaign Co  
 Product Desc: DCCC  
 Estimate: 1192

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTSP	10/30/12	11/02/12	530-6a 530-6a 10 News	CM	530-6a	- TWTF - -	:30	1	\$240.00	P-4	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		1				\$240.00		0.00			
3	WTSP	10/30/12	11/02/12	M-F 6-7a 6-7a 10 News	CM	6-7a	- TWTF - -	:30	4	\$300.00	P-4	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		4				\$300.00		0.00			
4	WTSP	10/30/12	11/02/12	CBS This Morning CBS This Morning	CM	7A-8A (7:00 AM-8:00 AM)	- TWTF - -	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		2				\$300.00		0.00			
5	WTSP	10/30/12	11/02/12	CBS This Morning CBS This Morning	CM	8-9A (8:00 AM-9:00 AM)	- TWTF - -	:30	4	\$300.00	P-4	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		4				\$300.00		0.00			
6	WTSP	11/03/12	11/03/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	- - - - - S -	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S -		2				\$150.00		0.00			
7	WTSP	11/03/12	11/03/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	- - - - - S -	:30	1	\$240.00	P-4	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S -		1				\$240.00		0.00			
8	WTSP	10/30/12	11/02/12	M-F 930-10a Millionaire	CM	9:30-10A	- TWTF - -	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		2				\$200.00		0.00			
9	WTSP	10/30/12	11/02/12	Price Is Right Price Is Right	CM	11a-12p	- TWTF - -	:30	2	\$800.00	P-4	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		2				\$800.00		0.00			
10	WTSP	10/30/12	11/02/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	- TWTF - -	:30	3	\$800.00	P-4	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		3				\$800.00		0.00			
E 11	WTSP	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	- - - - - S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$2,000.00		0.00			
12	WTSP	11/04/12	11/04/12	Face the Nation Face the Nation	CM	Sun 1030-11a	- - - - - S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$1,000.00		0.00			
13	WTSP	10/30/12	11/02/12	M-F 5-530p 5-530p 10 News	CM	5-530p	- TWTF - -	:30	4	\$500.00	P-4	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		4				\$500.00		0.00			
14	WTSP	10/30/12	11/02/12	M-F 530-6p 10 News at 530p	CM	530-6p	- TWTF - -	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		5				\$500.00		0.00			
15	WTSP	10/30/12	11/02/12	M-F 6-630p 6-630p 10 News	CM	6-630p	- TWTF - -	:30	4	\$800.00	P-4	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		4				\$800.00		0.00			
E 16	WTSP	10/30/12	11/02/12	CBS Evening News CBS Evening News	CM	630-7p	- TWTF - -	:30	1	\$1,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Advertiser:	Democratic Congressional Campaign Co
Product Desc:	DCCC
Estimate:	1192

**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WTSP	10/30/12	11/02/12	CBS Evening News CBS Evening News	CM	630-7p	- TWTF - -	:30	1	\$1,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- W- F- -		1				\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	10/29/12-11/04/12	CBS Evening News		630-7p		-- W- - F- - - -	:30	<del>(\$1,000.00)</del>		0.00	NM		
		Credited [mg 42]													
17	WTSP	11/04/12	11/04/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	- - - - - S	:30	1	\$700.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$700.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	10/29/12-11/04/12	Sun 630-7p		Sun 630-7p		- - - - - Su	:30	<del>(\$700.00)</del>		0.00	NM		
		Credited [mg line 33 letterman]													
18	WTSP	10/30/12	11/02/12	7-730p Wheel of Fortune	CM	7-730p	- TWTF - -	:30	5	\$2,000.00	P-4	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		5				\$2,000.00		0.00			
19	WTSP	10/30/12	11/02/12	730-8p Jeopardy	CM	730-8p	- TWTF - -	:30	4	\$2,400.00	P-4	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		4				\$2,400.00		0.00			
20	WTSP	11/03/12	11/03/12	Sat 7-730p Wheel of Fortune	CM	7-730p	- - - - - S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S-		1				\$800.00		0.00			
21	WTSP	11/03/12	11/03/12	Sat 730-8p Young Icons	CM	Sat 730-8p	- - - - - S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S-		1				\$800.00		0.00			
22	WTSP	10/30/12	10/30/12	Tue Prime A NCIS	CM	Tue 8-9p	- T- - - - -	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- T- - - - -		1				\$15,000.00		0.00			
23	WTSP	10/31/12	10/31/12	Wed Prime B Criminal Minds	CM	Wed 9-10p	- - W- - - -	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - W- - - -		1				\$10,000.00		0.00			
24	WTSP	11/01/12	11/01/12	Thu Prime B Big Brother 14	CM	Thu 9-10p	- - - T- - -	:30	2	\$8,000.00	P-4	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - T- - -		2				\$8,000.00		0.00			
25	WTSP	11/01/12	11/01/12	Thu Prime C Elementary	CM	Thu 10-11p	- - - T- - -	:30	2	\$8,000.00	P-3	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - T- - -		2				\$8,000.00		0.00			
26	WTSP	11/02/12	11/02/12	Fri Prime A CSI: NY	CM	Fri 8-9p	- - - - F- -	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - F- -		1				\$7,500.00		0.00			
27	WTSP	11/02/12	11/02/12	Fri Prime B Made in Jersey	CM	Fri 9-10p	- - - - F- -	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - F- -		1				\$7,000.00		0.00			
28	WTSP	11/02/12	11/02/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	- - - - F- -	:30	2	\$9,000.00	P-3	0.00	NM	2	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Alt Order #: 06144527  
 Flight Dates: 10/30/12 - 11/05/12

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	WTSP	11/02/12	11/02/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	----F--	:30	2	\$9,000.00	P-3	0.00	NM	2	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		2				\$9,000.00		0.00			
29	WTSP	11/04/12	11/04/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$7,000.00	P-4	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$7,000.00		0.00			
30	WTSP	10/30/12	11/02/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	-TWTF--	:30	3	\$2,000.00	P-3	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TWTF--		3				\$2,000.00		0.00			
31	WTSP	11/03/12	11/03/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$1,200.00		0.00			
32	WTSP	11/04/12	11/04/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,400.00	P-4	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$1,400.00		0.00			
33	WTSP	10/30/12	11/02/12	Letterman Late Night with David Letterman	CM	1135p-1237a	-TWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TWTF--		4				\$700.00		0.00			
34	WTSP	11/04/12	11/04/12	NFL Football Game #1* Sunday 1-4PM NFL Football	CM	1-4p	-----S	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$8,000.00		0.00			
35	WTSP	11/04/12	11/04/12	NFL Football Game #2* Sat-Su 4-7PM NFL Football	CM	4-7p (4:15 PM-7:00 PM)	-----S	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$10,000.00		0.00			
36	WTSP	11/05/12	11/05/12	M-F 6-7a 6-7a 10 News	CM	6-7a	M-----	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$300.00		0.00			
37	WTSP	11/05/12	11/05/12	CBS This Morning CBS This Morning	CM	8A-9A (8:00 AM-9:00 AM)	M-----	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$300.00		0.00			
38	WTSP	11/05/12	11/05/12	M-F 930-10a Millionaire	CM	9:30-10A	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$200.00		0.00			
39	WTSP	11/05/12	11/05/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$800.00		0.00			
40	WTSP	11/05/12	11/05/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	M-----	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$800.00		0.00			
41	WTSP	11/05/12	11/05/12	M-F 5-530p 5-530p 10 News	CM	5-530p	M-----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$500.00		0.00			
Totals														76	\$169,080.00